

News Release

FOR IMMEDIATE RELEASE: July 14, 2011

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Riverside Water Conservation Program Again Sees Big Participation, Provides Big Savings

Riverside, Calif. – Riverside Public Utilities' (RPU) award-winning water conservation program "FreeSprinklerNozzles.com" was once again successful in providing Riverside water customers with thousands of water efficient sprinkler nozzles that will save millions of gallons of water.

From March 1 to June 30, the web-based program allowed customers to log on and learn about how they could retrofit their existing sprinkler nozzles with The Toro Company's patented Precision Series Spray Nozzles, which provide up to 20% in water savings per sprinkler head without adjusting sprinkler controllers or run times. At the end of the instructional website customers received a voucher good for 25 (residential), or 100 (commercial), free precision series nozzles redeemable at local irrigation suppliers.

RPU water customers picked up almost 55,000 of these low-water use nozzles this spring, which over their five-year lifespan can save more than 390 million gallons of water. When coupled with last year's pilot program, when 36,000 nozzles were snapped up by the utility's customers in just three weeks, that's a savings of over 644 million gallons – enough water to serve nearly 4,000 average homes for one year.

"The results of this water conservation program have been beyond our expectations," said RPU Assistant General Manager Mike Bacich. "We set out to create an easy to understand retrofit program that customers could undertake themselves which would not only provide them with measurable results on their water bills, but would also help us in meeting state-mandated per capita water use reductions."

"Just one-year later, the numbers are adding up to show that we have succeeded in that goal," Bacich said. In fact, the success of the program, which was launched last July through a partnership between RPU, Western Municipal Water District (WMWD), and Riverside-based The Toro Company, prompted eight other southern California water providers to offer the nozzles to their customers this year using the FreeSprinklerNozzles.com web site.

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Together, WMWD and members utilities of the Inland Empire Utilities Agency provided over 75,000 precision series nozzles to water customers throughout the inland area this year.

The continued popularity and expansion of the program, which recently received a Best Management Practices Award from the California Municipal Utilities Association, along with additional funding from the Metropolitan Water District of Southern California will allow the program to come back again between September and October this year, before resuming again in 2012.

For additional information about this program and Toro's Precision Series Spray Nozzles, visit www.FreeSprinklerNozzles.com

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Established in 1895, Riverside Public Utilities is a consumer-owned water and electric utility governed by a board of nine community volunteers that provides high quality, reliable services to over 106,000 metered electric customers and up to 64,000 metered water customers throughout the City of Riverside. The Utility is committed to increased use of renewable energy resources and sustainable living practices that help reduce environmental impacts within the City of Riverside and the state of California.

www.RiversidePublicUtilities.com

www.GreenRiverside.com

www.BlueRiverside.com